

Message Text

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FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 2845

UNCLAS SINGAPORE 2626

E.O. 11652: N/A

TAGS: BGEN, SN

SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: A. STATE A-2778

B. STATE 134740

C. SINGAPORE 2364

SUMMARY: EMBASSY FEELS SHORT AND MEDIUM-TERM POTENTIAL IN SINGAPORE FOR ABSORBING ADDITIONAL PRODUCTS FROM U.S. RECESSION-AFFECTED INDUSTRIES IS LIMITED. HOWEVER, POST DOES HAVE SEVERAL SUGGESTIONS WITHIN FRAMEWORK OF EXISTING FY 76 AND FY 77 CCPS. END SUMMARY.

1. SINGAPORE, UNLIKE OPEC STATES, OFFER ONLY VERY LIMITED POTENTIAL FOR PROMOTIONS OF PRODUCTS ON LIST OF RECESSION-HIT INDUSTRIES, SINGAPORE ITSELF IS RECESSION-HIT IN MANY OF SAME INDUSTRIES AS U.S. (E.G. ELECTRONIC COMPONENTS, TEXTILES) AND PARTLY FOR SAME REASON: DECREASED CONSUMER DEMANDS IN THE U.S., ONE OF SINGAPORE'S MAIN MARKETS. FOR FIRST FOUR MONTHS OF 1975, SINGAPORE'S EXPORTS HAVE FALLEN 13 PERCENT IN VALUE TERMS AND 25 PERCENT IN VOLUME IN COMPARISON TO FIRST FOUR MONTHS 1974.

2. DEMAND FOR CAPITAL GOODS IN DEPRESSED INDUSTRIES (E.G. ELECTRONIC PRODUCTION AND TEST EQUIPMENT, TEXTILE MACHINERY) IS NATURALLY ALSO DECREASED. ONLY PROMISING ITEM ON CAPITAL GOODS LIST IS METALWORKING MACHINERY.

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LIMITED SCOPE FOR PROMOTION OF PUMPS, VALVES AND

COMPRESSORS MAY ALSO EXIST.

3. CONSUMER GOODS LIST ALSO OFFERS LITTLE SCOPE FOR ADDITIONAL PROMOTION. EITHER BECAUSE OF LOCAL PRODUCTION (TEXTILES), OR HIGH DUTIES. POSSIBLE EXCEPTIONS ARE HAND TOOLS, SPORTING GOODS, AND SELECTED APPAREL ITEMS. POST IS, HOWEVER, ATTEMPTING TO PROMOTE BROAD RANGE OF CONSUMER ITEMS THROUGH IN-STORE PROMOTION AND BETWEEN-SHOW PROMOTIONS.

4. FY 1976 AND 1977 SINGAPORE CCPS ALREADY REFLECT HIGH CONCENTRATION ON PROMOTING PRODUCTS FROM RECESSION-HIT US. INDUSTRIES. POST BELIEVES SUBSTITUTION OF METALWORKING THEME FOR JUNE USRTC EVENT FURTHER MEETS OBJECTIVE OF ANTI-EXPORT CAMPAIGN.

5. MUCH OF MARKET RESEARCH PRESENTLY IN EMBASSY PLOELINE (E.G. COMMUNICATIONS, METALWORKING, ENERGY SYSTEMS) ALSO DIRECTLY RELEVANT TO THIS CAMPAIGN. THEMES WHICH, HOWEVER, NEED UPDATING AND WOULD SEEM TO OFFER FUTURE PROMOTIONAL POTENTIAL ARE MATERIALS HANDLING AND CONSTRUCTION EQUIPMENT.

6. AS NOTED REF C, MODERN BUSINESS EQUIPMENT THEME SHOULD BE RESCHEDULED AS SOON AS FEASIBLE.
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